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In Reply Refer To:
1551 (BC-651)P

April 10, 2003

EMS TRANSMISSION
Instruction Memorandum No. BC-2003-033
Expires: 09/30/2004

To: All Washington Office and Field Office Officials

From: Director, National Business Center

Subject: Changes in Publications/Exhibits/Informational/Promotional Items Approval Request,
BLM Form 1550-8

Program Areas: Printing and Public Affairs.

Purpose: This Instruction Memorandum (IM) identifies changes to the form
“Publications/Exhibits/Informational/Promotional Items Approval Request Form”
(Form 1550-8).

Policy/Action: Several revisions have been made to Form 1550-8, “Publications/Exhibits/
Informational/Promotional Items Approval Request” to ensure its conformity with current
publications approval policies and procedures. The last previously approved version of the form
was issued in June 2000.

Users should be aware of the following changes to this form:

- The form title is now “Publications/Exhibits/Informational/Promotional Items Approval Request, rather than “Publications/Exhibits Approval Request Form.” The form is now four pages in length.
- The instructions for completion have been updated.

- Introduction: Informational and Promotional items have been added. This form is to be used whether the items are produced in paper or electronic format for posting on the internet/intranet including home pages. The term “publication” will also be used to include maps and all other graphics and other published materials.
- Lines 1 through 12: Space has been expanded.
- Line 26: Title has been changed to Concept Approvals.
- Line 26a: Name and signature for a Field Public Affairs Officer has been added.
- Line 26b: Name and signature for a Deputy State Director or Field Manager has been added.
- Line 26d: Approving Official has been changed to External/Public Affairs Officer.
- Lines 27 a through e: Final Approvals has been added.

The revised form should be available from the Printed Materials Distribution Section (PMDS) in about 10 weeks. In the interim, you may locally reproduce the form for use, which is attached in PDF format. All offices should destroy all old editions once the revised edition is available. Please order your forms via fax or regular mail. The PMDS cannot accommodate telephone orders. If you have questions about publication ordering procedures, please contact your forms/publications ordering personnel or see the PMDS web site at: <http://ncweb.sc.blm.gov/pmds/>. The form will also be available from the BLM Forms Web Page at: <http://ncweb.sc.blm.gov/blmforms/>

Timeframe: This IM is effective upon receipt.

Budget Impact: None.

Background: Methods of publication have greatly expanded over the past several years. Although traditional printing on paper remains the preferred choice because of its readability and accessibility, electronic publishing through the internet/intranet and Bureau home pages has increasingly become more practical and cost effective. Regardless of the publishing method, the Bureau's image must be maintained or enhanced. The Bureau is committed to enhancing its image wherever and whenever possible.

Publications that carry the BLM name/logo/message, or that incur an expenditure of funds/work months managed by the BLM, always require WO/SO External Affairs (or the delegated Public Affairs Officer) approval prior to development, production, and release. Whether funded all or in part by the BLM, the publications are subject to BLM and DOI policies, including the use of logos and other standards.

Manual/Handbook Sections Affected: BLM Manual Section 1551, Printing, will be revised to include this version of the form.

Coordination: Coordination occurred between the Washington Office of Public Affairs and the Bureau Printing Officer.

Contact: Questions regarding use of this form should be directed to Lee Campbell at 303-236-9422. Questions regarding form ordering and shipment should be directed to Bob Stahl at the PMDS at 303-236-1975.

Signed by:
Thomas F. Boyd
Director, National Business Center

Authenticated by:
Lynne J. Lotvedt
Staff Assistant

1 Attachment

1 - Publications/Exhibits/Informational/Promotional Items Request Form,
BLM Form 1550-8 (4 pp)

Distribution

ST-150, BLM Library
WO-610, Celia Boddington
BC-651